WHAT IS CLAIMED AS NEW AND DESIRED TO BE SECURED BY LETTERS PATENT OF THE UNITED STATES IS:

1. An assembly for packaging and application of a fluid product, comprising:

a container having a free edge defining an opening;

a closure element intended to close the opening in a manner which is leaktight for the product, the closure element being coupled to the container by one of snap-fastening and screwing; and

an application head which can be fixed on the container, the application head comprising:

i) a dispensing orifice which can communicate with the interior of the container;

ii) an opening component intended to break the closure element of the container when the application head is being fastened onto the container in order to establish communication between the dispensing orifice and an interior of the container; and

iii) a deformable wall which can deform in response to an external pressure exerted on the application head so as to cause the product to be delivered.

2. An assembly according to claim 1, wherein the application head has a screw thread used for fastening the application head onto the container.

3. An assembly according to claim 1, wherein the deformable wall includes a convex wall.

4. An assembly according to claim 3, wherein the deformable wall includes a bellows.

5. An assembly according to claim 1, wherein the application head is a single molded piece.

6. An assembly according to claim 1, wherein the deformable wall is bi-injection molded of an elastomeric material.

7. An assembly according to claim 1, wherein the application head is made of a single material.

8. An assembly according to claim 1, wherein the application head includes a nozzle at the end of which the orifice for dispensing the product is disposed.

9. An assembly according to claim 8, wherein the nozzle is positioned at an off-center location on the application head.

10. An assembly according to claim 9, wherein the opening component includes a blade.

11. An assembly according to claim 10, wherein the blade axially extends from one wall of the nozzle.

12. An assembly according to claim 1, wherein the opening component is in the form of a blade.

13. An assembly according to claim 12, wherein the blade axially extends from one wall of the nozzle.

14. An assembly according to claim 13, wherein the closure element includes a weakened region which can be broken when the opening component is being engaged with the closure element.

15. An assembly according to claim 1, wherein the closure element includes a weakened region which can be broken when the opening component is being engaged with the closure element.

16. An assembly according to claim 1, wherein the closure element is made of a single material.

17. An assembly according to claim 1, wherein the closure element is made of two materials.

18. An assembly according to claim 1, further including anti-rotation means provided on at least one of the container and the closure element to limit the rotational movement of the closure element relative to the container.

19. An assembly according to claim 1, wherein the edge of the container has asperities which engage with asperities formed on the closure element.

20. An assembly according to claim 1, wherein the container has a concave base.

21. An assembly according to claim 1, wherein the container includes a neck, and wherein the closure element includes an inner wall which extends inside of said neck of said container.

22. An assembly according to claim 21, wherein the closure element further includes a flange which extends over a portion of an outer surface of the neck of the container.

23. An assembly according to claim 1, wherein the application head includes a nozzle which terminates at the dispensing orifice, and wherein the opening component is at least partially axially aligned with said nozzle, and further wherein said nozzle is disposed at an off-center location with respect to a longitudinal axis of the container when the application head is mounted on the container.

24. An assembly according to claim 1, wherein a hair product is disposed in said container.

25. An assembly according to claim 24, wherein said hair product is a product which reduces hair loss.

26. An assembly according to claim 1, further including a cosmetic disposed in said container.

27. An assembly for the packaging and application of a fluid product, comprising:

a container having a free edge defining an opening;

a closure element to close the opening in a manner which is leaktight for the product, the closure element being fixed on the container by one of snap-fastening and screwing;

an application head which can be fixed on the container, having

i) a nozzle, at the end of which a dispensing orifice is formed which can communicate with the interior of the container, the nozzle being off-centered on the head;

ii) an opening component intended to break the closure element of the container when the application head is being fastened onto the container, in order to establish communication between the dispensing orifice and the interior of the container.

28. An assembly according to claim 27, further including a cosmetic product disposed in said container.

29. An assembly according to claim 27, further including a hair care product disposed in said container.

30. An assembly according to claim 29, wherein said hair care product is a product which reduces hair loss.

31. An assembly according to claim 27, wherein at least a portion of the opening component is axially aligned with a portion of said nozzle.

32. An assembly according to claim 31, wherein the application head includes a deformable portion which can deform in response to an external pressure exerted on the application head so as to cause the product to be delivered.

33. An assembly according to claim 32, wherein the opening component includes a blade.

34. An assembly according to claim 27, wherein the closure element includes an inner wall which extends inside of the container opening, the closure element further

including a flange which extends over the free edge of the container and along a portion of an outer surface of the container.

35. An assembly according to claim 34, further including means to limit rotation of said closure element with respect to said container.

36. An assembly according to claim 34, wherein said application head includes a seal portion which bears against said flange of said closure element, and wherein said opening component is disposed radially inside of said seal portion.

37. An assembly for packaging and application of a fluid product, comprising:

a container having a free end defining an opening;

a closure element which closes the opening in a leaktight manner;

an application head which can be fixed onto the container, the application head comprising:

i) a nozzle extending to a dispensing orifice, said nozzle positioned on said application head such that when said application head is fixed on said container said nozzle is off-centered with respect to a longitudinal axis of said container;

ii) an opening component which breaks the closure element of the container when the application head is being fastened onto the container to establish communication between the dispensing orifice and an interior of the container, wherein at least a portion of the opening component is axially aligned with a portion of said nozzle; and

iii) a deformable portion which can deform in response to an internal pressure exerted on the head so as to cause the product to be delivered.

38. An assembly according to claim 37, wherein the closure element includes an inner wall which extends inside of the container opening, the closure element further including a flange which extends over the free edge of the container and along a portion of an outer surface of the container.

39. An assembly according to claim 38, wherein said application head includes a seal portion which bears against said flange of said closure element, and wherein said opening component is disposed radially inside of said seal portion.

40. An assembly according to claim 37, wherein said closure element is coupled to said container by one of snap-fastening and screwing.

41. An assembly according to claim 40, further including means to limit rotation of said closure element with respect to said container.

42. An assembly according to claim 37, wherein said opening component extends axially from a wall of said nozzle.

43. An assembly according to claim 37, further including a cosmetic product disposed in said container.

44. An assembly according to claim 37, further including a hair product disposed in said container.

45. An assembly according to claim 44, wherein said hair product includes a product for reducing hair loss.